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FOREIGN NEWS ON APPLES

THE 1925 AUSTRALIAN APPLE SEASON

The total quantity of apples exported from Australia and New Zealand during the 1925 season amounted to approximately 2,365,000 cases, according to a trade review forwarded by Mr. E. A. Foley, the American Agricultural Commissioner at London. Practically all of this fruit was shipped to the United Kingdom. Tasmania provided more than 50 per cent of the shipments and Victoria and West Australia the greater share of the balance. New Zealand exported about 204,000 cases.

About 75 per cent of the total Australian shipments for 1925 arrived on the British market during the months of May and June, the season opening on March 27, 1925, with the arrival at London of the S. S. Mooltan with a cargo of 37,000 cases. Very good prices were realized up to the middle of June because of the meager competition with apples from other sources and with other fruit. About the third week in June, however, there was a pronounced break in the market because of the continually heavy arrivals from Australasia and increasing competition with soft fruit. Importers, instead of lowering prices to meet this competition, sought to maintain prices which only checked consumption. Arrivals still continued to be heavy. This, together with the slow demand, compelled holders of large stocks to force their supplies on the consuming public as a result of which the bottom dropped out of the market.

In the opinion of some observers, according to the review, the collapse of the market for Australasian fruit during the last part of June can be attributed largely to excessive concentration on the London market. British importers are said to always have urged shippers in Australasia to consign their fruit to a larger number of markets, particularly to markets in northern England. It is stated that if this policy had been followed during the 1925 season stocks would have moved freely and there would have been less deterioration, with a corresponding increase in the average prices realized.

The following table gives the shipments of apples from Australasia during the 1925 season. It will be noted that the bulk of the Australasian shipments was consigned to London with very few shipments to other ports particularly Glasgow. American shippers in a position to market good cold storage apples in Glasgow and other northern markets late in the season, should keep these facts in mind. Of considerable interest last season was the successful marketing of a shipment of American apples at the end of July after the Australian season was practically closed, as recounted in our report F.S./A-27:

APPLE EXPORTS FROM AUSTRALASIA DURING 1925

Destination	Monthly arrivals in markets mentioned						Total
	March	April	May	June	July	Cases	
London	37,102	295,173	595,872	630,922	207,573	1,766,642	
Liverpool	---	82,595	125,948	87,766	28,500	324,809	
Hull	---	75,017	51,919	76,888	8,000	211,824	
Glasgow	---	---	---	5,000	---	5,000	
Southampton...	---	---	---	15,298	---	15,298	
Hamburg	---	25,976	---	---	---	25,976	
Monte Video...	---	---	15,611	---	---	15,611	
Total	37,102	478,761	789,350	815,874	244,073	2,365,160	

Prospects for the 1926 Apple Crop: All information received in the Department up to the present time is to the effect that a good crop of apples is in prospect in Australasia. Official early season reports from Tasmania, Victoria and Western Australia recounted satisfactory conditions during the blooming period and good prospects of a heavy yield. Press reports for the early part of December indicate that prospects are still good in all sections of Australia including South Australia, and that in Tasmania the crop of commercial varieties will be normal except for Jonathans and one or two other varieties.

Cost of Producing and Marketing Australian Apples: Studies made by the State Fruit Advisory Board of Western Australia during the 1925 apple shipping season, according to Trade Commissioner Babbitt, Sydney, show that the cost of producing a case (bushel) of apples and placing it on the London market was \$2.86 of which amount 86 cents represented the cost of production and handling up to the point of packing, and \$2.00, the cost of packing and placing it on the British market.

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